

ORDER



Orders
Order / Rev: 690941
Alt Order #: 06179930
Product Desc: NRCC-IE 2012
Estimate: 2601
Flight Dates: 09/28/12 - 10/04/12
Original Date / Rev: 06/15/12 / 10/05/12
Order Type: Political

WKYC

Primary AE: Joe Knauer
Sales Office: T-WAS
Sales Region: NAT

Agency Name: National Media Research Planning/ PC
Buying Contact:
Billing Contact:
 815 Slaters Lane
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: NRCC-IE
Demographic: A25-54
Product Codes: PL-State/Local,IS-Issue/Non
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	18	\$34,500.00	\$29,325.00
10/01/12	10/04/12	28	\$37,800.00	\$32,130.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	18	\$34,500.00	\$29,325.00	0.00
October 2012	28	\$37,800.00	\$32,130.00	0.00
Totals	46	\$72,300.00	\$61,455.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKYC	09/28/12	09/28/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	----F--	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
CH 3 NWS AT 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	----F--	1		\$2,000.00		0.00						
E 2	WKYC	09/28/12	09/28/12	Tonight Show Tonight Show	CM	1135p-1237a	----F--	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
TONITE SHW-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	----F--	1		\$900.00		0.00						
E 3	WKYC	09/28/12	09/28/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	----F--	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
CH3 NEWS SUNRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	----F--	1		\$500.00		0.00						
E 4	WKYC	09/28/12	09/28/12	M-F 5-6p Dr. Phil	CM	5p-6p	----F--	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	----F--	1		\$1,000.00		0.00						
E 5	WKYC	09/28/12	09/28/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	----F--	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
CH 3 NWS AT 6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						

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 Flight Dates: 09/28/12 - 10/04/12

Advertiser: NRCC-IE
 Product Desc: NRCC-IE 2012
 Estimate: 2601
WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 5	WKYC	09/28/12	09/28/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	----F--	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
CH 3 NWS AT 6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	----F--	1		\$1,800.00		0.00						
E 6	WKYC	09/28/12	09/28/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	----F--	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
CH3 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	----F--	1		\$1,200.00		0.00						
E 7	WKYC	09/28/12	09/28/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	----F--	:30	1	\$2,200.00	P-3	0.00	NM	2	\$2,200.00
NBC NITELY NWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	----F--	1		\$2,200.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	NKYC	09/24/12-09/30/12		Nightly News	M-Su 6:28p-7p		-----F----	:30	(\$2,200.00)	0.00	NM				
See MG 7.2,7.3 [NA/Oversold]															
2	NKYC	09/30/12-09/30/12		Meet the Press	1030a-1130a		-----Su	:30	\$2,000.00	0.00	NM				
Ⓜ MG for 7.1 09/28															
3	NKYC	10/01/12-10/04/12		M-F 11a-1230p	11a-1230p		MTWTh-----	:30	\$200.00	0.00	NM				
Ⓜ MG for 7.1 09/28															
E 8	WKYC	09/28/12	09/28/12	M-F 7-9a Today Today Show	CM	7a-9a	----F--	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	----F--	1		\$1,500.00		0.00						
E 9	WKYC	09/28/12	09/28/12	M-F 730-8p Entertainment Tonight	CM	730-8p	----F--	:30	1	\$1,600.00	P-3	0.00	NM	1	\$1,600.00
ENT TONIGHT 30															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	----F--	1		\$1,600.00		0.00						
E 10	WKYC	09/28/12	09/28/12	Fri Prime B GRIMM	CM	9-10p	----F--	:30	1	\$2,800.00	P-3	0.00	NM	1	\$2,800.00
GRIMM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	----F--	1		\$2,800.00		0.00						
E 11	WKYC	10/01/12	10/01/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	M-----	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
CH3 NEWS SUNRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	M-----	1		\$500.00		0.00						
E 12	WKYC	10/01/12	10/01/12	M-F 5-6p Dr. Phil	CM	5p-6p	M-----	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	M-----	1		\$1,000.00		0.00						
E 13	WKYC	10/01/12	10/01/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	M-----	:30	1	\$1,800.00	P-3	0.00	NM	0	\$0.00
CH 3 NWS AT 6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	M-----	1		\$1,800.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	NKYC	10/01/12-10/07/12		M-F 6-630p	6p-630p		M-----	:30	(\$1,800.00)	0.00	NM				
See MG 13.2 [Per Management]															
2	NKYC	10/04/12-10/04/12		M-F 6-630p	6p-630p		---Th-----	:30	(\$1,800.00)	0.00	NM				
Ⓜ Credited															
E 14	WKYC	10/01/12	10/01/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	M-----	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
CH3 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----		1				\$1,200.00		0.00			
E 15	WKYC	10/01/12	10/01/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	M-----	:30	1	\$2,200.00	P-3	0.00	NM	1	\$2,200.00
NBC NITELY NWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----		1				\$2,200.00		0.00			
E 16	WKYC	10/01/12	10/01/12	M-F 7-9a Today Today Show	CM	7a-9a	M-----	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----		1				\$1,500.00		0.00			
E 17	WKYC	10/01/12	10/01/12	M-F 730-8p Entertainment Tonight	CM	730-8p	M-----	:30	1	\$1,600.00	P-3	0.00	NM	1	\$1,600.00
ENT TONIGHT 30															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----		1				\$1,600.00		0.00			
E 18	WKYC	09/29/12	09/29/12	Sat 11-1135p LN SAT	CM	11-1130p	-----S-	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
CH 3 NWS AT 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-		1				\$2,000.00		0.00			
E 19	WKYC	09/29/12	09/29/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	-----S-	:30	2	\$1,200.00	P-3	0.00	NM	2	\$2,400.00
SATURDAY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-		2				\$1,200.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NKYC	09/24/12-09/30/12		SAT TDY		7a-9a	-----Sa--	:30		(\$1,200.00)		0.00	NM		
		See MG 19.3,19.4 [Programming change....Kids airing]													
2	NKYC	09/24/12-09/30/12		SAT TDY		7a-9a	-----Sa--	:30		(\$1,200.00)		0.00	NM		
		See MG 19.3,19.4 [Programming change....Kids airing]													
3	NKYC	09/29/12-09/30/12		Golf Ryder Cup		7A-6PM	-----Sa--	:30		\$1,200.00		0.00	NM		
		Ⓜ MG for 19.2,19.1													
4	NKYC	09/29/12-09/30/12		Golf Ryder Cup		7A-6PM	-----Sa--	:30		\$1,200.00		0.00	NM		
		Ⓜ MG for 19.2,19.1													
E 20	WKYC	09/30/12	09/30/12	Post NFL News LN Sun Follows NFL	CM	Various	-----S	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
CH 3 NWS FOLO FB															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S		1				\$2,000.00		0.00			
E 21	WKYC	09/30/12	09/30/12	Browns Tonight Browns Tonight	CM	Browns Tonight	-----S	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
BROWNS TONIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S		1				\$600.00		0.00			
E 22	WKYC	09/30/12	09/30/12	NFL Regular Season Fo NFL Football	CM	NFL Football	-----S	:30	1	\$10,000.00	P-3	0.00	NM	1	\$10,000.00
NBC SUN-FTBL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S		1				\$10,000.00		0.00			
E 23	WKYC	09/30/12	09/30/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	-----S	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
SUN TODAY-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S		1				\$1,200.00		0.00			
E 24	WKYC	09/30/12	09/30/12	Sun 9-1030a Channel 3 News Sun 9a	CM	9a-1030a	-----S	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00

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Advertiser: NRCC-IE
 Product Desc: NRCC-IE 2012
 Estimate: 2601

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
CH3 SU MRN NWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S		1			\$1,000.00			0.00			
E 25	WKYC	10/04/12	10/04/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	---T---	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
CH 3 NWS AT 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---		1			\$2,000.00			0.00			
E 26	WKYC	10/04/12	10/04/12	Tonight Show Tonight Show	CM	1135p-1237a	---T---	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
TONITE SHW-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---		1			\$900.00			0.00			
E 27	WKYC	10/04/12	10/04/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	---T---	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
CH3 NEWS SUNRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---		1			\$500.00			0.00			
E 28	WKYC	10/04/12	10/04/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	---T---	:30	1	\$1,800.00	P-3	0.00	NM	0	\$0.00
CH 3 NWS AT 6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---		1			\$1,800.00			0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>			<u>Rtg</u>	<u>Type</u>		
1	NKYC	10/01/12-10/07/12		M-F 6-630p		6p-630p	---Th----	:30	(\$1,800.00)			0.00	NM		
Credited															
E 29	WKYC	10/04/12	10/04/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	---T---	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
CH3 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---		1			\$1,200.00			0.00			
E 30	WKYC	10/04/12	10/04/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	---T---	:30	1	\$2,200.00	P-3	0.00	NM	1	\$2,200.00
NBC NITELY NWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---		1			\$2,200.00			0.00			
E 31	WKYC	10/04/12	10/04/12	M-F 7-9a Today Today Show	CM	7a-9a	---T---	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---		1			\$1,500.00			0.00			
E 32	WKYC	10/04/12	10/04/12	M-F 730-8p Entertainment Tonight	CM	730-8p	---T---	:30	1	\$1,600.00	P-3	0.00	NM	1	\$1,600.00
ENT TONIGHT 30															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---		1			\$1,600.00			0.00			
E 33	WKYC	10/02/12	10/02/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	-T-----	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
CH 3 NWS AT 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-----		1			\$2,000.00			0.00			
E 34	WKYC	10/02/12	10/02/12	Tonight Show Tonight Show	CM	1135p-1237a (11:35 PM-12:35 XM)	-T-----	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
TONITE SHW-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-----		1			\$900.00			0.00			
E 35	WKYC	10/02/12	10/02/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	-T-----	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
CH3 NEWS SUNRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-----		1			\$500.00			0.00			

Order / Rev: 690941
 Alt Order #: 06179930
 Flight Dates: 09/28/12 - 10/04/12

Advertiser: NRCC-IE
 Product Desc: NRCC-IE 2012
 Estimate: 2601

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 47	WKYC	10/03/12	10/03/12	M-F 730-8p Entertainment Tonight	CM	730-8p	--W----	:30	1	\$1,600.00	P-3	0.00	NM	1	\$1,600.00
ENT TONIGHT 30															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/01/12	10/07/12	--W----		1		\$1,600.00		0.00					
													Totals	46	\$72,300.00